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SOFTWARE AND METHOD FOR MARKETING ARTISTS

ABSTRACT OF THE INVENTION

A computer database program for marketing an artist includes a main navigational window having a plurality of buttons for opening additional windows. The plurality of buttons including an artists button for opening an artists window, an avenues button for opening an avenues window, a contacts button for opening a contacts window, an events button for opening an events window, an employees button for opening an employees window, a calendar button for opening a calendar choice window, a search button for opening a search and apply window, an archives button for opening an archives window, a reports button for opening a reports window, and a web sites button for opening a web sites window. The artists window has a plurality of tabs to define a plurality of different layers or windows including an artists tab, members tab, a products tab, a biography tab, a tour dates tab, an itinerary tab, a notes tab, and an affiliations tab. The avenues, contacts, events and search and apply windows each have a plurality of buttons for selecting between four avenues of marketing: radio, retail, media and venues. By selecting one of the avenues of marketing the displayed data fields are adapted to information particular to that avenue of marketing. Additionally, data can be stored and retrieved according to the selected avenue of marketing.